

RESPONSE UNDER 37 C.F.R.
§1.116 EXPEDITED PROCEDURE
EXAMINING GROUP 3622

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Dimitri Kanevsky, et al.

Docket: YOR919990321US1(12837)

Serial No.: 09/422,195

Examiner: Donald Champagne

Filed: October 21, 1999

Group Art Unit: 3622

For: SYSTEM AND METHOD FOR GROUP
ADVERTISEMENT OPTIMIZATION

Dated: June 9, 2003

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE UNDER 37 C.F.R. §1.116

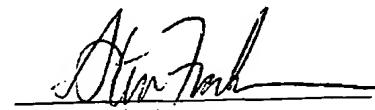
Sir:

Responsive to the Office Action dated April 9, 2003, Applicants
respectfully request the Examiner to reconsider the application in view of the following
remarks.

CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being facsimile transmitted to the Patent
and Trademark Office on the date shown below.

Dated: June 9, 2003


Steven Fischman

400 Garden City Plaza
 Garden City, New York 11530
 (516) 742-4343 - Telephone
 (516) 742-4366 - Facsimile
 e-mail: intprop@ssmp.com

**SCULLY, SCOTT, MURPHY
 & PRESSER**

Fax

To:	Examiner Don Champagne	From:	Steven Fischman
Fax:	(703) 872-9327	Pages:	20(including fax cover sheet)
Phone:			
Rec:	U.S. Patent Appln. No. 09/442,195 Group Art Unit: 3622 Our Docket: 12837	Date:	June 9, 2003
		CC:	

09/442,195

Urgent **For Review** **Please Comment** **Please Reply** **Please Recycle**

• Comments:

Attached hereto:

1. Certificate of Transmission by Facsimile
2. Amendment Transmittal Letter (in duplicate)
3. Response Under 37 C.F.R. §1.116

Official

FAX RECEIVED

JUN 10 2003

GROUP 3600

CONFIDENTIALITY: The documents accompanying this facsimile transmission may contain information which is either confidential or legally privileged and is intended only for the authorized use of the individual or entity named above without right or publication or republication, dissemination or disclosure except as expressly set forth or established by course of dealing. All rights are reserved. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or use of the contents of this facsimile is prohibited. If you received this transmission in error, please notify us immediately by telephone to arrange for return of the documents.

If you have any problems concerning this facsimile, please call (516) 742-4343 and ask for Grace Colucci at ext. 590.

CERTIFICATE OF TRANSMISSION BY FACSIMILE (37 CFR 1.8)

Applicant(s): Dimitri Kanevsky, et al.

Docket No.

Y0R919990321US1(12837)

Serial No.
09/422,195Filing Date
October 21, 1999Examiner
Donald ChampagneGroup Art Unit
3622Invention: **SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION**

I hereby certify that this

RESPONSE UNDER 37 C.F.R §1.116*(Identify type of correspondence)*is being facsimile transmitted to the United States Patent and Trademark Office (Fax. No. 703-872-9327on June 9, 2003*(Date)*Steven Fischman*(Typed or Printed Name of Person Signing Certificate)**(Signature)*

Note: Each paper must have its own certificate of mailing.

AMENDMENT TRANSMITTAL LETTER (Large Entity)

Applicant(s): Dimitri Kanevsky, et al.

Docket No.

Y0R919990321US1(12837)

Serial No.
09/422,195Filing Date
October 21, 1999Examiner
Donald ChampagneGroup Art Unit
3622

Invention: SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION

TO THE COMMISSIONER FOR PATENTS:

Transmitted herewith is an amendment in the above-identified application.

The fee has been calculated and is transmitted as shown below.

CLAIMS AS AMENDED

	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	38 -	41 =	0 x	\$18.00	\$0.00
INDEP. CLAIMS	3 -	3 =	0 x	\$84.00	\$0.00
Multiple Dependent Claims (check if applicable)	<input type="checkbox"/>				\$0.00
		TOTAL ADDITIONAL FEE FOR THIS AMENDMENT			\$0.00

No additional fee is required for amendment.

Please charge Deposit Account No. in the amount of

A check in the amount of to cover the filing fee is enclosed.

The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 50-0510/IBM

Any additional filing fees required under 37 C.F.R. 1.16.

Any patent application processing fees under 37 CFR 1.17.



Dated: June 9, 2003

Steven Fischman

Registration No. 34,594

Correspondence Address

Customer No. 23389

CC:

I certify that this document and fee is being deposited on with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Signature of Person Mailing Correspondence

Typed or Printed Name of Person Mailing Correspondence

AMENDMENT TRANSMITTAL LETTER (Large Entity)

Applicant(s): Dimitri Kanevsky, et al.

Docket No.

YOR919990321US1(12837)

Serial No.
09/422,195Filing Date
October 21, 1999Examiner
Donald ChampagneGroup Art Unit
3622

Invention: SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION

TO THE COMMISSIONER FOR PATENTS:

Transmitted herewith is an amendment in the above-identified application.

The fee has been calculated and is transmitted as shown below.

CLAIMS AS AMENDED

	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	38 -	41 =	0	x \$18.00	\$0.00
INDEP. CLAIMS	3 -	3 =	0	x \$84.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$0.00

No additional fee is required for amendment.

Please charge Deposit Account No. _____ in the amount of _____.

A check in the amount of _____ to cover the filing fee is enclosed.

The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 50-0510/IBM

Any additional filing fees required under 37 C.F.R. 1.16.

Any patent application processing fees under 37 CFR 1.17.



Signature

Dated: June 9, 2003

Steven Fischman
Registration No. 34,594Correspondence Address
Customer No. 23389

I certify that this document and fee is being deposited on _____ with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

*Signature of Person Mailing Correspondence**Typed or Printed Name of Person Mailing Correspondence*

CC: